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Paula's Violet Farm

"Where the Giant Violets Grow"



SEASON 1947

BOX 477 • ROUTE 2 • SANTA CRUZ, CALIFORNIA

New catalogs will be out in September. Send postcard for yours.



THE VIOLET'S DREAM

I had a strange sweet dream last night
As I lay in my leaf mold bed.
I felt a gentle stirring of something at my head
And there appeared a soft and gentle light
Of many pastel hues.
And as I gazed in wonder rapt
A fairy form came into view.
"I am the Violet Fairy," she replied
To my inquiring glance,
"I've come to tell you of your duty;
Of your chance to spread cheer and beauty!
For mankind needs gardens and the flowers
Needs you in lonely or in happy hours—
He needs that fragrance that only you can give,
He needs to think he makes you live;
He may give you care and love,
But the magic in the earth
Comes from a Power above.
So remember, dainty little violet,
The more you are gathered and given away,
The more blossoms will follow each day.
And the more man gives of himself to make you grow,
Gladly sharing you with others — you may know,
That richer will your fragrance be,
Larger, more glorious your bloom
When you, Man and Nature are in tune."

By EMILY C. PAWLA

PAWLA'S VIOLET FARM

"Where the Giant Violets Grow"

BOX 477 • ROUTE 2 • SANTA CRUZ, CALIFORNIA



The New Royal Elk GIANT

A Monarch in a Royal Purple Robe



A MONARCH IN A PURPLE ROBE. Blossoms grow to 2 inches across with heavy velvet petals, the stems, 9 to 12 inches, stand erect. Leaves up to 7 inches across, brilliant green all year. Sturdy, prolific, fragrant—keep well, full bloomer, resist frost and disease, long blooming season, multiply by sections or seed, thrive in any good soil, sun or shade. (Don't let them crowd.) Give plenty of water while blooming.

One plant will cover $1\frac{1}{2}$ sq. ft. and a dozen will make a purple carpet, a glorious sight. The blossoms, leaves and roots are medicinal when made into a tea. Blood purifier, relieves tired eyes and reduces inflammation. Also good in a Salad.

One Giant Elk Plant.....50c

\$4.00 per dozen; 3 for \$1.00

2. LADY LLOYD GEORGE

Semi Double

The loveliest of all violets (and next to impossible to get). The most adorable, exquisite perfume, beautiful shade blended mauve and lavender. Large full petals flare out in full growth, measure 2 inches across with a double center. Just like a Marie Louise, tucked in the center, as fragrant as the best violet. Grows very large. Leaves 5 inches, stems 9 inches. The most beautiful in our gardens. \$1.00 each, 6 for \$5.00.

3. WHITE SWANLEY

Double

Here is a rare variety, very scarce, much loved.

A FULL FLUFFY BALL OF WHITE, a fragrant bed of pop corn in early spring. Stems about 6 inches. Dainty pointed leaves, light green. Lovely in pots, porch boxes and borders, shady nooks or rock garden. 50c each, \$5.00 dozen.

4. VICTORY VIOLET

Exquisite New Creation

BLOSSOMS a luxurious deep glistening purple velvet, 2 inches across with full round petals, inclined to ripple, with an orange dot and indigo tint in the center, fragrant, long strong stems, round glossy leaves, blooms

abundantly and long, plants very large and strong. Grow in sun or shade. The largest of the evergreen violets. \$1.00 each, 6 for \$5.00.

5. MARIE LOUISE

Double

MAUVE, with light center and a tiny orange dot, petals full, VERY fragrant, long lasting, resembles De Parme only darker. This has been a favorite for centuries in all countries. Blossoms are delicious when candied and the syrup is used for cakes and ice cream. 50c each, \$5.00 a dozen.

6. PRINCESS MARY

A beautiful semi-double violet. Mauve or light violet with a cup center and a tiny double violet in the cup, smaller than Lady Lloyd George. It is fragrant. Has long runners and blooms twice a year. 50c each, 3 for \$1.00.

7. DE PARME

Double—The Perfume Violet

Light lavender with light center, very full. This violet is raised by the tons for perfume. It is the choice violet for corsages. Its lasting perfume and endurance and long season make it most popular.

Stems 6 inches, plants multiply rapidly, likes shade. Small, 25c each, \$3.00 per dozen.

Large, 35c each, \$3.50 per dozen.

8. ROSINA Rose Red

DELIGHTFULLY FRAGRANT — almost ever blooming, willing and easy to grow, hundreds of blooms, a real delight! For His lapel, pots, baskets, borders. 6 inch stems, pretty new green leaves. 25c each, 5 for \$1.00, \$2.00 dozen.

9. LOVELY BIRD'S FOOT

ELERT SAUSSIE! — This comes in shades from light lavender to deep purple. They have bloomed steady from April 'til December. The leaves are cut in tiny sections resembling a bird's foot. Very attractive and quite different, they grow under trees and in pastures and are a lovely sight. Small plants 25c, large 35c each, 3 for \$1.00.

10. BIRD'S FOOT OR BUNNIE VIOLET Two-Tone

ALL PERSONALITY! — Seems to radiate joy and happiness, looks like a little Easter bunny sitting up with long ears. The two upper petals, velvety deep purple, stand erect, they are long and pointed and three light lavender petals are round with deep pencilings. Looks like it was ready to hop right out of bed. 50c each. (Spring shipping only.)

11. AMERICAN BEAUTY

The largest of the red varieties and a real red, velvety petals, long stems stand erect, blooms spring and fall, abundantly lovely foliage for borders, grows well in any climate. 35c each, 3 for \$1.00.

12. PRINCEANA OR BUTTERFLY

GLISTENING silver, shading into a cadet blue with deep lines like sun rays from the center, nice stems, attractive bouquets, easy to pick, profuse bloomer, spreads and grows any old place, tuberous like. 25c each, 6 for \$1.00, \$2.00 dozen.

13. BLUE VIOLET - Eastern

Native of East. Grows any place. Medium size, clean, neat for borders. Blooms twice a year. 35c each, 3 for \$1.00.

14. WHITE - CZAR

The largest and best of single white violets. Fragrant, long stem, orchid spur, blooms early and prolific, grows in sun or shade, desert or Iceland. Large leaves grow a foot high. 25c each. \$2.50 a dozen.

15. PRINCESS OF WALES Improved

THIS VIOLET is in a class by itself, DIGNITY PERSONIFIED! It grows almost as large as the Elk. It is very, very fragrant, even the leaves are fragrant and a soft green. Exquisite lavender blossoms like a heavy silk. If you love violets, every desire is gratified in this one. 50c each, 6 for \$2.50



16. AVALON Purple

Reddish purple commercial violet, prolific long stems, not fragrant, grows anywhere without care. Nice foliage too. 25c each, 6 for \$1.00, \$2.00 per dozen.

17. LE LILAS

Dainty heliotrope, or lilac, white center, early profuse bloomer. Lovely foliage. Fragrant. Blooms 9 months. Good 6 inch stems. 35c each, 3 for \$1.00.

18. YELLOW WILD California

Very happy little violet, dainty, likes the shade; grows in clusters close to the ground. Round leaves, blooms 6 months. 25c each, \$2.00 dozen.

19. RED AND WHITE Oregon

Three petals white, two red; grows tall; blooms in clusters on long stems, 6 to 9 inches. Blooms 9 months. 25c each, \$2.00 a dozen.

20. THE BLUE BIRD

Cuspidata

Radiant, pure lovely blue, stands erect. Stems 6 to 8 inches, broad leaves, soft green, pretty in the garden and the bouquet. Grows from seed or section, in sun or shade. 25c, 6 for \$1.00.

21. TRUE MEDERA ALPINE

Small rich purple, lots of blossoms all summer; grows low, dark green leaves. Fragrant. Dainty. 25c each, 5 for \$1.00.

22. GOLD OF THE PACIFIC

Pedunculata

The largest, most beautiful of all yellow violets. Deep yellow, lower petal masked with brown, and back of upper petals brown, long stems branching with several flowers. Will grow in sun. 50c each. (Spring shipping)

23. MT. RAINIER ROSEA

Sylvestris

Mulberry, very fragrant, almost perpetual blooming, neat, pretty in pots, and borders and any garden, medium size and different, so easy to grow. 35c each, 3 for \$1.00.

24. SUN VIOLET

First thing in early spring, without any notice or leaves the ground is covered with a mass of tiny purple violets. In about three weeks the leaves appear, they grow tall and beautiful, next comes the real blossoms. A very pretty purple, large flowers and stems 6 to 9 inches and they stand well above the leaves. Beautiful in a bouquet. 35c, 3 for \$1.00.

25. ENGLISH

Light purple with pinkish cast. Fragrant, stands high above the foliage, nice to pick. Grows in bunches and lots of bloom, sun or shade. 25c each, 5 for \$1.00.

26. PANSY VIOLET

Wooly blue and purple. Lower petal striped with white, orange center; petals full and round, indigo circle toward the center; grows clumps, prolific bloom. 35c, 3 for \$1.00.

27. PRINCE OF WALES

Well known violet, fragrant, medium size. 25c each.

28. CALIFORNIA

Mauve, fragrant, long stems, large leaves, nice violet. 25c each.

29. IMAGINATION

Emarginata

Sky blue, a lovely plant. Orderly, leaves are long and narrow, blossoms stand high and many; long season. Excellent border. 35c, 3 for \$1.00.

30. WHITE PALUSTRUS

Strong growing, clean, pure, early blooming, nice size, 4 to 6 inch stems. 35c, 3 for \$1.00.

31. RIVINIANA ALPINE

Cerise or redish, small low and dainty, lots of bloom all summer, good in rock gardens, very showy. 35c, 3 for \$1.00.

32. AUSTRALIA RED

Neat little violet, deep rose red, small leaves and flowers; lots of color in rock garden. 35c each, 3 for \$1.00.

33. FASHION OR SWEET

Purple

A favorite and well worth a space in every garden; takes care of itself, crawls, covers the ground and fills the air with perfume. Small flowers and short stems. 25c each, 5 for \$1.00. \$2.00 per dozen.

34. TALL YELLOW

Pubescens

Canary yellow flowers, small penciled with black; several blooms on a stem, 9 to 12 inches, delicate and from a fairyland. 25c, 5 for \$1.00.

35. SWISS VIOLET

Blue—Papillacea

Deep blue, beautifully veined with light yellow eye surrounded by a margin of pure white; strong clean foliage. Each 25c.

36. THE ROYAL ROBE

Beautiful deep purple, large blossoms and foliage. In a class with the Giant Elk and the Victory violets. Each 50c, 3 for \$1.00.

VIOLET CULTURE

I am the Royal Elk, I came from Paradise. I am going to make you very happy and you will be delighted with all my little family of Violets too.

First, please let me drink in a pan of water for two hours or more. Then at sundown tuck me in a fluffy bed of leaf mold, peat, or good soil.

Dig a hole deep enough for my longest roots and spread them out like a fan in the hole. Gently press the well pulverized soil in, leaving my crown even with the level of the earth.

If the soil is not damp, then put water in and use plenty of leaf mold on top to keep the ground from drying; when you cultivate it is worked in and does double duty. A handful of bone meal is very good food too.

For best results, we large violets like our tops cut back to about 4 inches from the crown—it sends the vitality down to our roots and new little leaves will come up quickly.

Keep the ground damp and I will grow in either sun or shade. Most violets like half time shade or the northwest exposure. When first planted be sure that we are well shaded for several days if the sun is hot or if it is windy.

Give me plenty of room to grow and I do better if there are more of my kind around me. With company, I bloom abundantly and cover the ground with my lovely robe.

Keep the ground cultivated and free from pests. The more you pick the better I bloom. In the hot summer cover me with leaf mold (Oak) and let me rest.

In September spade deeply around me, cut off all old leaves and water well. A little bone meal and sulphur spaded in twice a year is a treat.

If you want lots of blooms, keep my runners picked off. If you want plants, cover the runners 'til they root, then plant them in new ground and leaf mold.

VIOLETS CAN BE MOVED ANY TIME and like it, if kept wet, leaves cut back and plants shaded.

Never plant us under pine, acacia or red-wood trees. They take all the moisture.

Barnyard fertilizer makes our leaves grow, not flowers. If you let us get crowded, we will be small.

If you do your part they will respond to the care you give them.

VIOLET

ANSWERS



Violets grow in every climate.

Violets grow in deep pots.

Violets grow in part shade.

Violets like lots of leaf mold.

Violets like bone meal spaded in.

Violets like to be picked often.

Violets like water when blooming.

Violets like to rest 3 months and be covered with leaves.

Violets like acid soil.

Violets do not like to be crowded.

Violets do not like lots of runners.

Violets do not like strong fertilizers.

Violets do not like direct hot sun.

Violets do not like hard ground.

Violets do not like small shallow pots.

Violets do not like to be wet when resting, keep ground cultivated, very little water.

Sprinkle wood ashes around the ground; it is good for the plants and discourages bugs and snails.

Most violets will bloom the same season they are transplanted.

Distance to plant small ones — 8 inches apart. Large ones—12 to 18 inches.

Very seldom do violets mix.

VIOLETS ARE HARDY. All varieties listed grow with proper care in any climate. In extreme cold they must be covered. Use cold frame or straw mulch (also in extreme heat, they must be shaded and watered).

There is nothing in the garden that gives you more pleasure, bloom, perfume and plants, year after year than the violet.

All our violets are field grown — strong green—and good roots.

First plant love in your heart — then your flowers and friends will grow and blossom together into a life worth while.

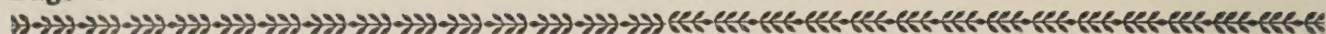
In extreme cold places Violets can be taken up in bunches or clumps and put in cold frames with half loam and leaf mold.

If your Violets do not bloom it may be that they are in a too shady spot or in poor soil (alkaline). Use one tablespoon fish meal to two gallons of water, put *around* plant NOT on it. Water sprinkled on the leaves in fog will cause spot.

ORDER BLANK

Name	Number Plants	Price
1. Royal Elk Giant.....		\$.....
2. Lady Lloyd George.....	
3. Swanley (white double).....	
4. Victory Violet.....	
5. Marie Louise (double).....	
6. Princess Mary.....	
7. De Parme (double).....	
8. Rosina (pink).....	
9. Bird's Foot.....	
10. Bird's Foot Two-Tone.....	
11. Red American Beauty.....	
12. Princeana or Butterfly.....	
13. Blue.....	
14. Czar.....	
15. Princess of Wales.....	
16. Avalon (purple).....	
17. Le Lilas.....	
18. Wild Yellow Violet (California).....	
19. Wild Red and White (Oregon).....	
20. Blue Bird.....	
21. Alpine from Medera.....	
22. Gold of Pacific.....	
23. Rosea Pastel Pink.....	
24. Sun Violet.....	
25. English Purple.....	
26. Pansy.....	
27. Prince of Wales.....	
28. California Rubber Stem.....	
29. Imagination.....	
30. White Palustrus.....	
31. Riviniana Alpine.....	
32. Australian Red.....	
33. Fashion Sweet Violet.....	
34. Tall Yellow (pubescens).....	
35. Swiss Violet.....	
36. Royal Robe.....	

See page 6 for Shipping and Postage \$



DIRECTIONS FOR ORDERING

Price of violets ordered is.....\$

Shipping charge in United States, 20c on every dollar.....\$
(THIS INCLUDES POSTAGE)

California, 15c on every dollar.....\$

Canada, Alaska and Islands 25 %.

Add 10c if to be insured.....\$

.....\$

Check—M.O.—Cash—amount enclosed to cover order is.....\$

PLEASE BE SURE to include the full amount to cover PACKING and MAILING so your order can go forward without delay. *Please do not send stamps.*

PRINT

Name.....

Street.....

City.....State.....

Address PAWLA'S VIOLET FARM

Route 2, Box 477

Santa Cruz, California

SHIPPING INFORMATION

WE ARE NOT RESPONSIBLE IN ANY WAY FOR YOUR RESULTS. We ship to Alaska, South America, the Hawaiian Islands and all the U. S. The violets are packed to keep two weeks or more in boxes, oil paper and moss. If the leaves are yellow cut them off and follow instructions.

All plants are opened for State inspection, so we cannot guarantee that they will reach you in the same condition and packing in which we shipped them. We always ship the best we have.

Easterners please give date.

Your orders will be shipped within ten days unless you give desired date. Your card will be enclosed if you desire it for a gift.

No shipping in August.



VIOLETS

Edith W. Pawla

Once you start a bed of violets you have a thrill for there are around 80 varieties grown in America and over 300 varieties over the earth. With a few varieties you can have blooms all year. Some grow nicely in pots and never lose their foliage. There are violets that like sun, shade, rocks, sand and clay. They grow from Alaska to the tropics and from the high mountains to the desert.

There are so many intensely interesting shapes, sizes and colors—variations in leaves and blossoms. Leaves long, broad, lanced, pointed, fat, jagged, saw-edged and they grow and multiply in many ways, such as by joints, runners, divisions, seeds, roots sections and even grow from a leaf.

Many people think a violet is just a small purple blossom, but there are blue, white, pink, yellow, lavender, cerise, orchid, silver, variegated and two-tone violets with shaded petals — pointed round, oval, cupped, flare, double, semi-double and chopped or fringed.

Violets can be eaten and used in so many ways—tea, candy, salad, greens, and in medicine the leaves, blossoms and roots are used. They have been mentioned as medicinal herbs in old books back in the 15th Century.

A little spot in your garden given to violets

pays big dividends. First, it is fragrant, colorful with abundance of bloom and it takes care of itself. Once planted you have them for years without replacing. Yes, they will take care of themselves, but with little care on your part they respond at once.

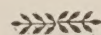
Violets love lots of water when blooming, and if the soil is kept loose and plants not crowded you will see your labor is returned 100 fold with more blossoms and big stems.

Oak leaf mold is their natural food—it can't hurt them no matter how much you use as it helps to keep the roots cool and aerated. It is well to dig them up every two or three years, pull them apart and put back the nicest young plants in new soil, which has been spaded deeply—I would say two spades deep—it helps them to winter because the roots go deep. The leaf mold also makes a blanket to keep their crown warm in winter and cool in summer. Wood ashes sprinkled around is good to help keep bugs and snails away.

Violets are the expression of gentleness and love. They are properly used for Births, Graduations, Parties, Balls, Dinners, Weddings, Lovers, the bed of the sick, the desk of the writer, and the last tribute to the loved.

Many beautiful legends are written about the violet. They also rank third in commercial use. The Marie Louise and De Parme are the favorites for shipping, also for fragrance and endurance.

I have over 100 varieties of violets, many from the remote parts of the world, also natives of many states. There are 80 varieties of violets in the western hemisphere, many more abroad. Scope for a hobby or a most interesting garden.



DON'T WORRY if the first blossoms are small, pull them off; the second will be large. Then in the fall little seed pods come up out of the ground.

After they get established, or the second season, you really will see what they can do.

In transplanting it is well to cut all the leaves back to 3 or 4 inches from the crown especially the large varieties — they recover much sooner.

NOW WE WISH YOU HAPPY GARDENING and thank you for inviting us into your garden and your heart. We will do our best to please you; just have a little patience at first because we are only babies when you receive us.

Candied Violet Blossoms

Boil one cup of sugar and one-half cup of water until two threads float from spoon. Have one cup of double violets clean and dry, dip in the syrup and lay on oil paper to dry. Put a few drops of violet coloring in the syrup and use on ice cream, cakes, or in candy.

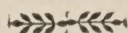
Violets are an everlasting gift. Give Violets for Easter, Valentines, Mothers Day, Decoration Day, May Day, birthday and many other days.

I wish I had time to personally answer all the Violet Lovers wonderful letters. I appreciate them. They are jewels that brighten the way and inspire me to do more than my best, and I live in the "Now-of-Happiness" each day.

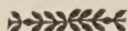
Please read the catalog twice before writing. I think you will find the answer to any question bothering you.



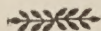
Violets like acid soil, and if your soil is poor you can give them some of the commercial fertilizers — 6-9-6 or Gaviota are good. For sow bugs and pill bugs I find Destrol is best. Be sure to keep ants out.



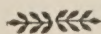
"DOUBLE VIOLETS" do not have to be cut back and do not have to rest and dry out, but kept damp in summer. They must be protected in cold places, they will stand light freeze but not hard and long spells. Also they can have fertilizer water, cow, sheep or commercial but not on foliage.



We are not pleased to raise prices on some varieties, but as you know, paper, printing, all materials, labor, etc., make it necessary.



The Royal Elk and the Royal Robe are creations of the Pawla Gardens. They are similar. The Elk has more resistance, stronger stems and are more compact. The Victory is also a new creation.



Each variety of violets have their printed name wrapped with them.

We do not substitute.

THESE VIOLETS COME FROM HAPPY GARDENS

Where clear waters flow and birds sing, well, it's just a little bit of Paradise along the river between Soquel and Capitola, four acres of fairyland with wooded trails, seats, arches, arbors, terrace gardens and Violets. Violets everywhere—ten thousand and more.

GARDEN SULPHUR sprinkled around or spaded inactivates and neutralizes the soil, counteracts alkaline, does much to check fungus and disease. Also brings bright, rich color to your violets. Wood ashes may also be used for that purpose.

VIOLETS FOR BORDERS AND ROCK GARDENS

Nos. 1, 3, 4, 5, 8, 11, 14, 17, 21, 23, 24, 26, 29, 31, 33, 36.

VIOLETS FOR POTS, BASKETS AND PORCH BOXES

Nos. 1, 2, 3, 4, 5, 7, 8, 9, 10, 11, 14, 15, 17, 18, 20, 21, 23, 25, 26, 31, 32, 33, 36.

HOUSE PLANTS

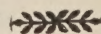
Nos. 1, 2, 3, 4, 5, 7, 8, 11, 13, 14, 15, 17, 18, 21, 22, 23, 25, 29, 31, 32, 33, 36.

FRAGRANT VIOLETS

Nos. 1, 2, 3, 4, 5, 6, 7, 8, 13, 15, 17, 21, 23, 25, 33.

VIOLET BEDS

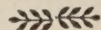
Nos. 1 to 36.



To make ideal shade for Violets use a wire fence as long as desired. Plant sweet peas, smylax or any vines. Then plant a row of violets along either side, also along dahlias, bushes or where they get a little shade.

The double violets must be protected in winter and watered in summer.

With a number of varieties you can have violets blooming all year.



Packing Information

20c on a dollar for Packing and Mailing sounds like a lot, but packers have to be experts (now \$1.00 per hour), besides oil paper, moss, tags, labels, boxes, digging, washing, mail, etc.

We always give you extra if we can.

Also the Violets are large. We hate to cut them back because we like you to see how big they are.

Life is successful only when it is a blessing to others.



TELEGRAM FROM VIOLET

Lovely and Sweet
Violets, you can't beat
Nine months a year
Violets are here
Violet, purple, pink
Blue and white
Glorious beds of delight,
So generous of perfume—
Yes, they multiply soon;
Water, sun, earth and air
Leaf mold—little care
Hundreds of blossoms bear.
Snowy mountain top
Shaded valley deep
Banquet, Crown, or Ball
Violet honors all
Mystic, legend, poet

Use Violet, you know it!
Lovers, births and wedding
Violets always heading
Violet leaves for salad and tea
Purify the blood of you and me
Violet candied blossoms
Are real delight
Make ice cream and cake
Look just right
It's God's great gift
From His treasure chest
The best I can say
Start a bed of Violets today
Ask little and give much
The New Giant
 Royal Elk Violet
 The Violet Supreme

